

DAY-ELDER LINE NEWLY INCREASED

Models of Two and Three
and One-half Tons Are
Added.

Two new models have been added to the line of Day-Elder Worm Drive Trucks, which are handled in the metropolitan district by the Colt-Stratton Company. The new models are Model 1, 2 to 2½ tons and Model F, 3½ to 4 tons. This makes a complete Day-Elder line, from 1 to 6 tons capacity. The special claim made for Day-Elder Worm Drive Trucks is that while the materials, workmanship and unit used in them are of the highest quality the price is in many cases 25 per cent. lower than the average price of all other trucks of the same size. For example, the Model E, 6 ton Day-Elder, selling at \$5,000 f. o. b. Newark, is about \$1,200 cheaper than the average price of all other make trucks of equal carrying capacity.

As an evidence of quality in this model will be found Brown-Lape, four speed transmission, Brown-Lape disc clutch, David Brown type of worm, Buda heavy duty motor, nine inch pressed chrome alloy steel frame, Phineas Jones wheels, fourteen spokes and other units of proven merit which are also found in all Day-Elder models.

ONE PACKARD TRUCK'S TEST.

Hauls Enough in Three Months to
Fill 300 Freight Cars.

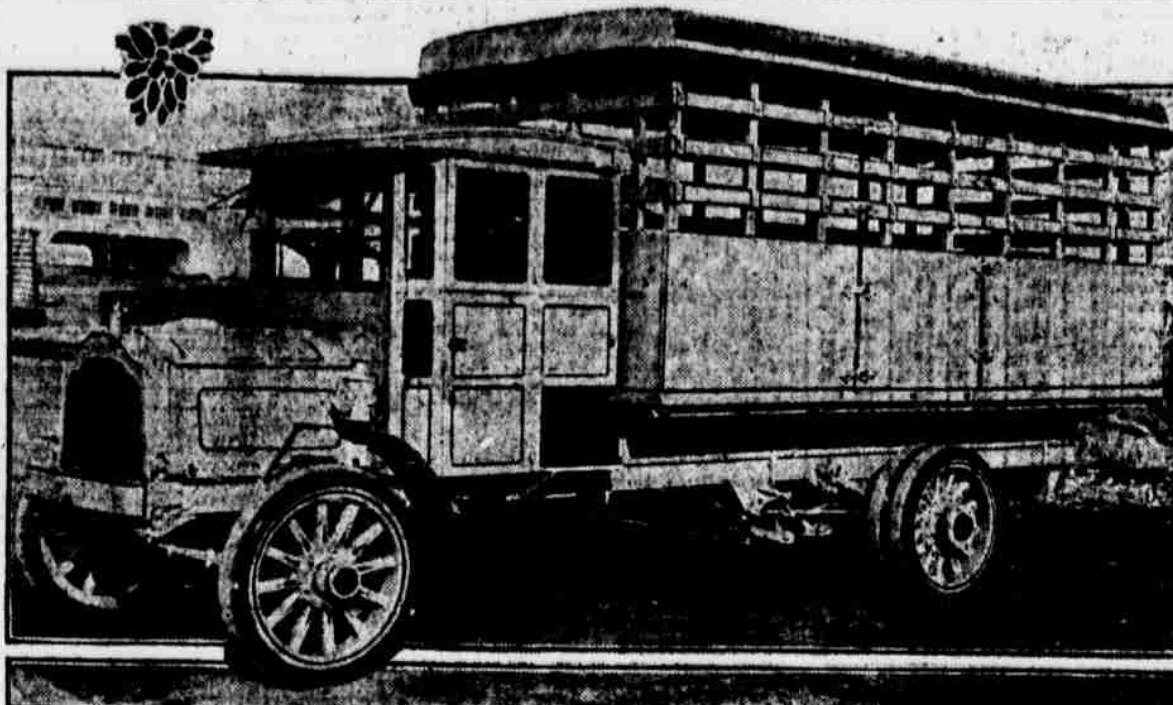
A six ton Packard entered in the National Truck efficiency test last summer by the Pennsylvania Utilities Company of Easton, Pa., hauled enough freight in three months to make up six trains of fifty freight cars each. This would be equivalent to one train three miles in length.

The truck was in operation ninety-two consecutive days and nights and in exact figures transported 11,828 tons of coal, ashes, sand and brick. The average was 125 tons per day, equal to three freight cars of forty tons capacity.

Quite as remarkable was the distance covered by this truck, 7,851 miles to be exact, equivalent to nearly three trips across the American continent.

During the three months the truck was out of service for repairs only thirty-two hours.

Packard With New Type of Built-in Cab



Special attention is being paid by the Packard Motor Car Company to individual needs of its patrons and its exhibit at the show makes the feature of special equipment. Realizing that the comfort of the driver is a thing that has been neglected hitherto, the Packard company is showing a new type of cab designed especially to give the driver every possible comfort and convenience and thereby greatly increasing his efficiency.

The cab is a built-in cab with a rain

vision wind shield, doors that open in two parts which bolt and lock back against the body, insuring the operator ample ventilation in summer as well as protection in winter. Inasmuch as the driver is often required to be at the wheel for hours at a time his comfort is a matter that should be carefully considered and he should be protected from rain or cold weather at all times. The handle of the mechanical horn is connected by a lever which operates the horn outside of the cab. A special

feature in the construction of this cab is the bevelled front corners, permitting the installation of windows through which the curb and front wheels may be seen from the driver's position. The seat and cushions have been specially designed to make him as comfortable as possible. With the usual type of cab there is considerable danger that the driver, on account of the height of the cab, will not be able to see children playing about the truck, the bevelled corners entirely obviating this danger.

upon himself for the haulage, has increased his acreage and is busy with his own affairs largely and making more money than he ever thought possible from farming.

"Fulton trucks are to-day being used by farmers everywhere. Every day we hear of dealers who have seen the light and who are giving up the hard work of selling in the overcrowded cities to travel to the farming population and to

TRUCK IS SOLVING WORLD PROBLEMS

Enables Farmers to Get Pro-
duce to Market, Says W. I.
Fickling.

World's problems are being solved by the motor truck, according to W. I. Fickling of the New York Fulton Motor Truck Company, an exhibitor at the show. Careful gathering of statistics by Mr. Fickling, consultations with authorities, has shown conclusively that 80 per cent. of the perishable products of the American farmers do not reach the market.

"Motor trucks will ultimately fill the bill and enable every farmer to get to the market 100 per cent. of his production of perishable foods," said Mr. Fickling at the exhibit at the show. "As America promotes its road building efforts and improves the highways the farmers will see the light by millions, and motor truck makers will never be able to meet the demand for their products."

"Some days ago I learned of real facts regarding the use of the motor truck by one farmer. This man, living but seven miles from a big city, was at the same time ten miles from his nearest railroad. Inability to secure shipping and inability to get his goods to the railroad caused untold losses not only to this but to all other farmers. He was induced to use a motor truck. At that time he had but \$500 in the bank. He bought the truck, took on work for his neighbors of hauling their products to market, along with his own, and to-day he has three trucks in operation, all owned by him, and paid for, and has \$5,000 in the bank. Neighbors whose work he originally did finally became purchasers of trucks and he took on the work of others. The neighbors likewise prospered and spread out. To-day the original farmer, able to reach the market with his produce and dependent only

HORSE DRIVERS ARE HARD TO GET

Newark Motor Truck Owner
Tells of Great Work of
Federal.

It is almost impossible to hire drivers for horse drawn trucks, according to William Leuddeke, Jr., president of Leuddeke's Express Company of Newark, who says that express companies are being compelled, by this fact, as well as by reason of economy and rapid work, to buy trucks.

"Of course, it is now only the old fashioned trucking man with a positive prejudice against trucks who is willing to sacrifice his own interests rather than adopt what appears to be an innovation," said Mr. Leuddeke, who with his four sons runs a long distance haulage business amounting to \$100,000 a year, making trips within a radius of ten, fifteen and twenty miles from Newark, including New York city.

"As soon as I can sell my teams I will replace them all with Federals, but the fact that it is almost impossible to employ drivers for teams, while a powerful negative reason, will not be half so compelling as the fact that since adding to our equipment a fleet of seven Federals our business has been more than doubled and meagre profits have been turned into handsome dividends."

"Our business was established in 1903. It grew fast and we soon had forty-three horses employed daily. The strain on the horses hauling such distances as we hauled, permitted only small loads and twenty miles was the best we could do in a day. The work at times was actually done at a loss."

"In June, 1918, we put a two ton Federal into service on our Newark-New York route. It proved a big success and we soon added two more two ton Federals and later four three and one-half tonners. That displaced seventeen horses and then our real success began. We increased our business so rapidly that we are now serving for over 800 customers in New York city and we maintain three New York offices, which serve as clearing houses for

return loads as well as agencies and transfer points. Our freight depot in Newark is a busy place, and our growth has forced us to erect a new building at a cost of \$30,000. The rate charged between Newark and New York is 25 cents for 100 pounds, with a maximum charge of 40 cents. This rate is effective whether one package or a ton is shipped.

"My trucks cost an average of \$17.50 a day for operation and maintenance, including all items, whereas a team would cost me a little over \$10—but as a truck will do so much more work than teams my profits from truck operations are easily double those from team operations."

HOTELS LIKE THE DODGE.

Rita Adopts This Business Car for
Light Work.

Large corporations and companies are adopting Dodge Brothers business cars for practically every light delivery need. Hotels and restaurants are also joining the ranks of Dodge Brothers business car owners, two of which are the Rita-Carlton and the Pre-Clelan, Inc., Weber & Halbroner, one of the big clothes here in town, also added these business cars to their equipment, as has the De Pinna Company of Fifth Avenue.

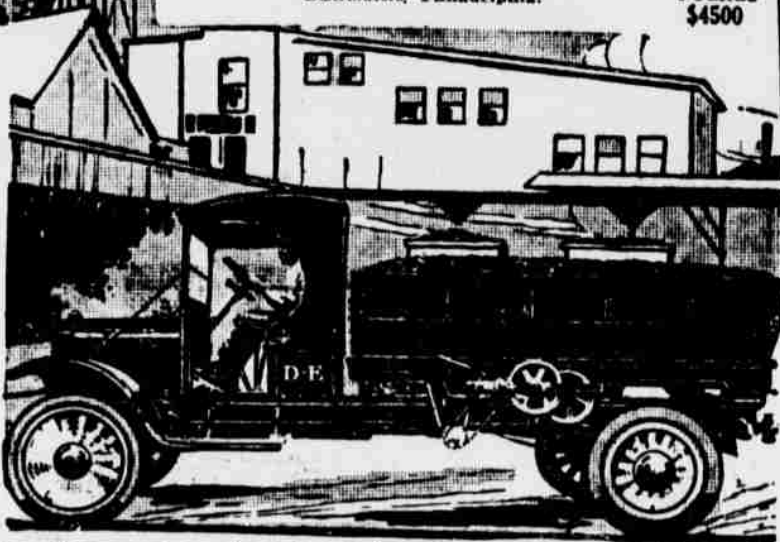
DAY-ELDER (DE WORMDRIVE) MOTOR TRUCKS

The Big Surprise of the
Show! The Greatest Values at
Their Prices Ever Seen

You will see a complete line of six models—one to six tons—that will win your most extravagant praise. In these trucks you will see selling possibilities unmatched by any other line displayed in the Show. Scores of dealers did a wonderful business with this line during 1918. Many more new ones will be added to this already representative aggregation of enthusiasts. Desirable territory still open. Come and see these DAY-ELDER Trucks. Their specifications will be mighty interesting to you. Made in Newark—within easy driveway distance for Eastern dealers. In the great Truck Show, now in progress at Madison Square Garden, you will see in the centre space an exhibition of the finest worm-drive motor trucks produced at their prices in America today—DAY-ELDER trucks.

DAY-ELDER MOTORS CORPORATION
Factory: Newark, N. J.
Colt-Stratton Company, Metropolitan Distributors,
1847 Broadway, New York City.
Hice-Macroe Motor Truck Co., New Jersey Distributors,
350-361 Halsey St., Newark.
Manwaring & Goodman, Philadelphia and Eastern Pa.
Distributors, Philadelphia.

MODEL A	3500
Pounds	\$1775
MODEL B	4800
Pounds	\$2075
MODEL D	6000
Pounds	\$2450
MODEL C	7000
Pounds	\$2750
MODEL F	9000
Pounds	\$3450
MODEL E	14000
Pounds	\$4500



Parker TRUCKS

Six
Cylinder
Motor

Electric
Self
Starter

Creating a Sensation at the Truck Show

AFTER several months of diligent investigation and try-out of many makes of motor trucks we finally decided upon the PARKER line, and our judgment has more than been confirmed at the Show.

For verily, the PARKER is creating a sensation!

And here are some reasons why: Six (6) Cylinders—Continental Motors—Worm Drive—Westinghouse Electric Starters and Generators—Electric Lights—Hydraulic Hoist—up-to-date fore door cabs and wind shields—every modern improvement and convenience.

The Truck With the "Six Cylinder Pull"

We have anticipated the next sweeping development in the industry. We choose to take the lead, and give the public what they should have had years ago—Trucks powered with 6-cylinder motors.

This continuous torque or 6-cylinder pull prolongs the life of the driving units of the chassis. It spares the gears, the worm and the worm-wheel, the axles, the tires and, most of all, the motor's internal self. It furnishes a smoothness and flexibility of power application heretofore unknown in motor trucks.

The Electric Starter a Time and Money Saver.

The Electric Starter adds 40% to the life of the

motor—or, to put it another way, it saves 75 days useless motor wear yearly, because it cuts off at least 2 hours of motor idling per day.

It eliminates motor abuse, and prevents carbonizing. It will save \$225 per year on gasoline alone. And it will save 300 hours of truck time per year—to say nothing of making it easier for the driver.

These are FACTS, and we are proving them to the satisfaction of our visitors at the Show—we would like to prove them to YOU.

The Economy Truck—Prove It Yourself.

In addition to the features mentioned, here are some others that spell ECONOMY—heavy radius rods—extremely long springs—Parker four-speed transmission—Parker full floating rear axles; they all mean economy of operation, and satisfaction to users.

We would like to have you see the PARKER, and invite you to examine it at Madison Square Garden during the Truck Show—or any time later at our salesroom.

Motor truck buyers are seeking just what the PARKER truck, more than any other, represents—the most continuous service under all conditions at the lowest operating costs.

Don't fail to see it—a genuine sensation in the motor truck field!

Dealers:

Progressive dealers who are anxious to secure an agency for a complete line of trucks will do well to get in touch with us. The PARKER Agency will get you away from competition as no other agency can. Wire, write or call for particulars.



STANDARD TRUCK CORP. OF N. Y.
Edwin D. Boldman, Pres. & Treas.
518-520 West 37th St. New York City

PARKER Standard Chassis - 2, 3, 4 and 5 Ton Sizes

Stewart MOTOR TRUCKS

Costs Less Per Mile in Gas,
Oil, Tires and Repairs

Investigation will prove these facts as clearly as the trial conducted a while back by the Commercial Car Journal. In this test the fleet of Stewarts in the service of the NEW YORK TELEPHONE CO. competed against other trucks of like weight, and heavier. In fact, some of the Stewarts were several years old, yet Stewart superiority was acclaimed on ALL points, including gas, oil, tires and repairs.

→ IN SIX YEARS NO STEWART
HAS EVER WORN OUT ←

¾ Ton.....	\$950	1½ Ton.....	\$1975
1 Ton.....	\$1575	2 Ton.....	\$2575
3½ Ton.....	\$3500		

At the 69th Regiment Armory, Booths 75 and 76
HERRMAN MOTOR TRUCK CO., INC.
607-615 West 57th Street, New York. Phone Columbus 5572-3
STEWART MOTOR CORPORATION, MAKERS, BUFFALO, N. Y.

